

Message Text

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64

ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 SP-03 AID-20 NSC-07 RSC-01

CIEP-02 TRSE-00 SS-20 STR-08 OMB-01 CEA-02 L-03 AGR-20

COME-00 CIAE-00 INR-10 NSAE-00 PA-04 USIA-15 PRS-01

IO-14 DRC-01 /164 W

----- 117161

R 301945Z APR 74

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 3056

INFO AMCONSUL SAO PAULO

AMCONSUL RIO DE JANEIRO

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E.O. 11652: N/A

TAGS: ETRD EAGR BR

SUBJ: NEW PRESIDENT OF COFFEE INSTITUTE

REF: STATE 61311, RIO 1505

1. NEW IBC PRESIDENT, CAMILO CALAZANS DE MAGALHAES, AGE 46, HAS BEEN CONNECTED WITH THE BANK OF BRAZIL FOR 20 YEARS AS A DIRECTOR AND HEAD OF THE RURAL CREDIT DEPARTMENT WHICH COVERS THE NORTHEASTERN REGION OF BRAZIL. THOUGH NOT DIRECTLY CONCERNED WITH THE WORKING OPERATIONS OF SUDENE, CALAZANS HAS BEEN A MEMBER OF THE SUDENE DELIBERATIVE COUNCIL. CALAZANS HAS ECONOMICS DEGREE FROM UNIVERSITY OF RIO AND IN 1962, HE ATTENDED AN USAID SPONSORED PROGRAM IN AGRICULTURAL ECONOMICS AND COOPERATIVES AT OHIO STATE UNIVERSITY.

2. CONSULATE RECIFE REPORTS THAT CALAZANS IS HIGHLY REGARDED BY INDUSTRIALISTS AND BUSINESSMEN IN THAT AREA FOR HIS PROFESSIONAL COMPETENCE. HE IS CONSIDERED A TECHNOCRAT. HE IS ALSO WELL REGARDED AS HAVING SOCIABLE AND ATTRACTIVE PERSONAL QUALITIES.

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3. CONGEN SAO PAULO REPORTS THAT INITIAL REACTION OF SEVERAL MAJOR COFFEE TRADERS TO CALAZANS IS MILDLY FAVORABLE. HE COMES FROM BANKING BACKGROUND RATHER THAN COFFEE TRADE AND THEREFORE IS SOMETHING OF AN UNKNOWN PERSONALITY TO THE TRADE. SOME SOURCES BELIEVE HE WAS SELECTED TO ADMINISTER THE POLICY OF THE ADMINISTRATION, NOT TO MAKE IT. HOWEVER, THEY ARE IMPRESSED WITH HIS KNOWLEDGE OF SUBJECT AND HIS ABILITY TO QUOTE TALK COFFEE UNQUOTE. ONE CONTACT POINTED OUT THAT CALAZANS' PREVIOUS POSITION AS AN ADVISOR TO NATIONAL MONETARY COUNCIL HAD GIVEN HIM ACCESS TO MAJOR COFFEE POLICY DISCUSSIONS AND BACKGROUND DOCUMENTS OVER PAST SEVERAL YEARS, WHICH PROBABLY ACCOUNTS FOR HIS APPARENT KNOWLEDGE OF SUBJECT. HE IS SAID TO BE SCRUPULOUSLY HONEST.

4. CALAZANS' INITIAL SPEECH, STATEMENTS TO PRESS AND CONVERSATION WITH TRADE INDICATE A CAUTIOUS, PRUDENT OUTLOOK. CALAZANS HAS A REPUTATION FOR STUDYING MATTERS IN DEPTH AND IS THOUGHT TO APPROACH HIS NEW RESPONSIBILITIES IN TERMS OF LONGER-RANGE OBJECTIVES, RATHER THAN AD HOC REACTION TO DEVELOPMENTS. NONE OF THE TRADERS CONTACTED, HOWEVER, ANTICIPATED ANY IMMEDIATE NEW DIRECTIONS IN COFFEE POLICY AND ONE NOTED THAT THE GOVERNMENT'S REQUEST THAT VIACAVA STAY ON FOR SEVERAL MONTHS TO ACT AS ADVISOR TO NEW IBC PRESIDENT WAS A CLEAR SIGNAL OF CONTINUITY IN BASIC POLICY (COMMENT: IN SPITE OF REQUEST TO STAY, VIACAVA SEVERED TIES WITH IBC EARLY IN APRIL).

5. CONTACTS IN FOREIGN MINISTRY ALSO INDICATED HIGH REGARD FOR CALAZANS. OFFICIAL WHO HAS BEEN BRIEFING HIM SAID THAT HE HAS OUTSTANDING INTELLECTUAL ABILITY AND IS OPEN-MINDED. OFFICIAL COMMENTED THAT CALAZANS PERSONALLY FAVORS CONTINUATION OF ICA.
CRIMMINS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BIOGRAPHIC INFORMATION, COFFEE, STATE TRADING COMPANIES, PERSONNEL APPOINTMENTS
Control Number: n/a
Copy: SINGLE
Draft Date: 30 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: GolinoFR
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BRASIL03062
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740103-0417
From: BRASILIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974044/aaaaacrs.tel
Line Count: 95
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: STATE 61311, RIO 1505
Review Action: RELEASED, APPROVED
Review Authority: GolinoFR
Review Comment: n/a
Review Content Flags:
Review Date: 09 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <09 SEP 2002 by boyleja>; APPROVED <11 FEB 2003 by GolinoFR>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: NEW PRESIDENT OF COFFEE INSTITUTE
TAGS: ETRD, EAGR, BR, IBC, (CALAZANS, CAMILLE)
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005